

**ERIE TO PITTSBURGH TRAIL ALLIANCE, INC. (EPTA)
Minutes of April 17, 2019 Regular Business Meeting
Held at Tom Ridge Environmental Center, Erie, PA**

Participants

Organization

Voting Members

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| Chris Ziegler | Allegheny Valley Land Trust (delegate) (AVLT) |
| Dan Kostella | Armstrong Rail to Trails Association (delegate) (ARTA) |
| Debbie Swettenam | Butler Freeport Community Trail (delegate) (BFCT) |
| Jim Fincher | Chautauqua Rails to Trails (delegate) (CRT) |
| Courtney Mahronich Vita | Friends of the Riverfront (delegate) (FOR) |
| Barney Scholl | Mercer County Trails (delegate) (MCT) |
| Kim Harris | Oil Region Alliance (delegate) (ORA) |
| Leah Carter | Titusville Area Trails Association (delegate) (TATA) |
| Emily Beck | VisitErie (delegate) |
| Ron Steffey | At-Large (delegate) |
| Roy Weil | At-Large (delegate) |
| Debra Frawley | At-Large (delegate) <i>Pennsylvania Environmental Council</i> |

Participating via Telephone

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| Bob Jennings | Allegheny River Trail in Clarion (delegate) (ART in C) |
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Voting Members Absent:

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| Bill Weller | Allegheny Valley Trails Association (AVTA) |
| Sandy Mateer | Redbank Valley Trails (delegate) (RVT) |
| Marty Radock | IMPACT Corry (delegate) (IC) |
| Tom Baxter, IV | At-Large (delegate) |

Guests:

Designated Alternates--

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| Beth Kostella | Alternate for ARTA |
| Marilyn Black | Alternate for ORA |
| Mary Shaw | Alternate for Roy Weil |

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| Chris Corban | Pennsylvania Environmental Council |
| Brett Hollern | Pennsylvania Environmental Council |
| Joy Knapp | Erie County Department of Planning |
| Mike Baker | Erie County Department of Planning |
| Juliet Hilburn | Oil Region Alliance |

President Barney Scholl called the meeting to order at 10:00 A.M. welcoming everyone to the meeting. Self-introductions were made by meeting attendees.

A quorum of the Board of Directors was present (25% of the total shall constitute a quorum).

Approval of Minutes: Minutes of the January 16, 2019 regular quarterly EPTA Board of Directors meeting were provided in advance of the meeting. R. Weil moved to accept the minutes as presented, seconded by J. Fincher. Motion approved.

Treasurer's Report: The Treasurer's Report was provided in advance of the meeting. C. Ziegler moved that the Treasurer's Report be accepted, seconded by E. Beck. Motion approved. A copy of the report will be placed on file.

Letters of Support: Three letters of support have been provided for DCNR Community Conservation Partnership Program Grants: Allegheny Land Trust for the Brady Tunnel, Oil Region Alliance for their Partnership Grant, and Aspinwall Riverfront Park for land acquisition that will include eventual construction of a section of the Three Rivers Heritage Trail.

Logo Usage Request: One logo use request was received. Impact Corry requested to use the logo on a kiosk that will be fabricated and installed at the new Community Gateway. This request was approved.

Grant Opportunities and Workshops- Erin Wiley Moyers, DCNR Regional Advisor, issues a comprehensive list of grants, workshops, and other pertinent information via email weekly. Please let E. Wiley Moyers know if you would like added to her email list to receive this information.

Guest Speaker: Brett Hollern, from the Pennsylvania Environmental Council (State College Office), spoke on the Appalachian Regional Commission (ARC) grant that was awarded (to PEC) for the assessment of the uncompleted of the EPT system and the PA Wilds Trail System. Currently, existing plans are being reviewed, with the next step "ground truthing" with site visits. The project will utilize information developed by the EPTA Gap Committee but will take it several steps further. The completion of this assessment will help prepare larger trail projects to be submitted for consideration of funding through an ARC POWER (Partnerships for Opportunity and Workforce and Economic Revitalization) Grant.

Old Business:

- PA Sales Tax License:** R. Weil reported the application has been filed; awaiting response from PA
- Trail Counter:** A draft Trail Counter Loan Policy was presented for review. D. Swettenam asked why only for the main spine and certain spurs. The agreement that the EPTA entered into with Rails to Trails Conservancy stated the trail counters must be used on trails in the Industrial Heartland Trail Corridor. R. Weil moved to approve the Trail Counter Loan Policy as provided, J. Fincher seconded. Motion approved.
- EPT Endpoints:** A meeting is scheduled to be held after today's EPTA Board Meeting with Members of the EPTA Gap Committee, EPTA President, Presque Isle Park Manager, Regional Park Manager, Visit Erie, County Representatives, and potentially City of Erie representatives. R. Weil provided in advance some criteria to consider for the northern terminus of the EPT.

4. **EPT Logo Signs and Posts:** Ready for purchase for blazing sections of the EPT. Signs are available in the 18” size for \$25 each; 10-foot posts are \$50 each. Orders should be placed via ORA by contacting Juliet Hilburn at jhilburn@oilregion.org.

Committee Reports:

1. **Strategic Plan Committee:** The Committee has met and reviewed the plan, and determined items that have been met, and what still needs to be implemented.
2. **EPT Gap Committee:** A written report, prepared by Committee Chair R. Steffey was provided in advance to Board Members.
 - a. Share-The-Road draft policy was discussed and tabled at the January 2019 meeting. The Gap Committee referred it to the Signage Committee; the signage Committee referred it back to the Gap Committee. The Gap Committee does not have an item for action at this time. In the meantime, each situation will be handled on a case-by-case with Board input if needed or requested.
3. **Industrial Heartland Trail Coalition Update:** The next IHTC meeting will be held on May 15, 2019 in a webinar style meeting. There will be an IHTC meeting in Cuyahoga Falls National Park, OH on August 7, 2019.
4. **Membership Committee:** A written committee report was provided to those in attendance. L. Carter moved that any membership received between November 1 through December 31 be treated as payment in full for the upcoming year, R. Weil seconded. Motion approved. It was requested that sustaining members be listed in future editions of the EPTA Annual Report. Discussion was held about the difference between memberships and contributions. It was stated memberships are a yearly payment, and the person expects to receive a renewal request. A donation is a one-time event, and the donor could be solicited for a yearly membership.
5. **Marketing Committee:** A written report was provided to those in attendance.
 - a. The 2018 Annual Report is printed and available. The new e-newsletter will be launching next week and be published bi-annually.
 - b. A brochure has been drafted focusing on the two sections of the EPT network that have enough connected miles of trail to offer a full day, or multi-day rides. The brochure has been distributed for comments and edits, and is now being refined with PEC developing maps for the piece, so that they all have a similar look. The piece still needs to be finalized with the specific trail groups once the maps are complete. Quotes for printing the piece were provided in advance. C. Mahronich Vita moved that the EPTA Board approve the printing of the finalized brochure in the quality of 10,000 pieces at a cost not to exceed \$1,200, C. Ziegler seconded. Motion approved.
 - c. Social Media is moving forward. The EPT Instagram is active. Photos are needed; please send to C. Mahronich Vita via email. It was noted that permissions are needed from the photographer and model releases. The Facebook page and group both continue to grow with followers and interactions.
 - d. Website updates should be given to R. Weil or Marketing. Especially needed are the addresses for each trail group's landing pages of their websites.

- e. A draft of the “90 by 90” Campaign Plan was provided prior to the meeting for review and comment. With no additional comments or edits K. Harris moved that the Campaign plan be adopted as presented and begin implementation immediately, J. Fincher seconded the motion. Motion approved. Quotes for the purchase of stickers and window clings were provided in advance. K. Harris moved that EPTA approve the purchase of stickers, and window clings with the “90 by 90” logo at a cost not to exceed \$300.00, D. Kostella seconded. Motion approved.
6. **2020 EPT Trail Summit:** The Committee has not met, but is scheduled to meet May 9, 2019 with DCNR Representatives to begin planning. Volunteers wanting to assist with the planning of the trail summit are welcome.
7. **EPTA Website:** R. Weil demonstrated his work of adding hospitality information and links to a map that is live but considered a staging site. R. Weil stated he needs more content from trail members and hospitality businesses. He needs members to review the information and provide feedback on items that are incorrect or missing information. The audience for and accuracy of the information was discussed. At this time, the content is the focus, rather than the visual portion. The map of trails, amenities, mileage, etc. is being developed working with Google maps. Accuracy of Google's maps was briefly discussed.

Member Reports on Progress: Written reports provided in advance were issued as part of the agenda packet.

It was noted that topics for the agenda should be submitted to B. Scholl or K. Harris well in advance of the meeting.

Pennsylvania Environmental Council has mini-grants available for events to celebrate September 2019 as Pennsylvania Trail Month. Mini-grant requests can be made up to \$500; this is a dollar-for-dollar matching grant. Applications are due May 15, 2019.

Adjournment: B. Scholl, President declared the meeting adjourned at 12:32 PM.

The next EPTA meeting will be hosted by C. Zeigler, on July 17, 2019, at a site to be determined.

Respectfully submitted,
Kim Harris, EPTA Secretary
Minutes Prepared May 10, 2019